



Out here, every day is cool, clean and fresh. And that's the taste you'll find in Marlboro Menthol and Menthol Lights. Take advantage of the special coupons we've enclosed and give 'em a try.

The way we figure, once you come to Marlboro Country you'll want to hang around for a while. So don't forget to save the Miles on the sides of Marlboro packs for great Marlboro Unlimited Gear. 50 bonus Miles are also enclosed to help get you on your way. Look for a catalog at your local retailer, or call 1-800-MARLBORO and we'll send you one.

Marlboro Menthol and Menthol Lights. A special place in Marlboro Country.

Limited to Americans 21 years of age or older. Catalog request must be received by 5/3/96. Postage value \$1 to \$8 weeks for delivery of catalog.

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Lights: Kings 10 mg "tar," 0.7 mg nicotine; 100's 10 mg "tar," 0.8 mg nicotine—Full Flavor: Box 15 mg "tar," 1.0 mg nicotine; Soft 16 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.



PLEASE TELL US ABOUT YOURSELF. (SMOKERS AGE 21 AND OVER)

9999999999999999
Sample A. Sample
125 Any Street
Anytown, US 00000

By responding to this survey and signing below, I certify that I am a smoker 21 years of age or older. I am also willing to receive cigarette coupons and branded promotional items in the mail subject to applicable state and federal law.

Today's Date _____
Year _____ Birth Date _____
(Please print)

1. What is your regular brand of cigarette—that is, the brand you smoke most often?

2. Is your regular brand...? (Check one) Regular King Size 100's 120's

3. Is your regular brand...? (Check one) Menthol Non-Menthol

4. Is your regular brand...? (Check one) Low Tar Light/Mild Full Fluff

5. Do you usually buy it by the...? (Check one) Pack Carton Both Ways

6. If your regular brand was not available, which of the following brands would you consider buying? (Check all that apply)

Alpine Camel Marlboro Parliament St. Paul's
 Blue David Salem Salem's
 Blue GPC Marlboro Savanna Savanna's
 Blue Marlboro Menthol Virginia Virginia's
 Cambridge Marlboro Menthol Newport Newport's
 Marlboro Marlboro Marlboro Marlboro's
 Marlboro Marlboro Marlboro Marlboro's

7. Please list all the brands of cigarettes you smoked at least one pack of in the past two weeks. How many packs did you smoke of each brand? (Please write in exact number of packs for each brand below. Note: 1 carton=10 packs.)

Brand Name _____

Number of Packs _____

Brand Name _____

Number of Packs _____

Brand Name _____

Number of Packs _____

8. How long have you smoked this brand (regular brand)?

Less than 1 year 2 to 5 years Over 5 years

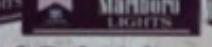
1 to 2 years 3 to 4 years

9. What, if any, was your previous brand? (If no previous brand, write in "None")

Brand Name _____

Number of Packs _____

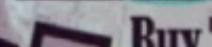
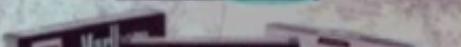
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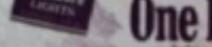
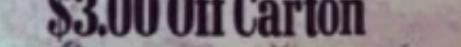
\$3.00 Off Carton



\$3.00 Off Carton



\$3.00 Off Carton



**Buy Two
Packs Get
One Free**

**GOOD FOR 50
MARLBORO UNLIMITED MILES
50 MILES**

THIS CERTIFICATE CAN BE USED TOWARD ANY MARLBORO GEAR OFFER THROUGH 10/31/96.

THIS GEAR OFFER IS ONLY GOOD IN THE U.S.A. AND IS OPEN TO SMOKERS 21 YEARS OF AGE OR OLDER.

POSTAGE AND HANDLING WILL BE REIMBURSED WITH MARLBORO PURCHASES.

NO COPIED OR REPRODUCED CERTIFICATES ACCEPTED.

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Marlboro



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